



## **(Press) Communication Officer Role Overview**

### **Press Officer's Roles**

- To fulfil the duties of a Committee Member.
- Additionally to perform the duties listed below.

### **Press Officer's General Duties**

- To liaise with, and answer enquiries from, media, individuals and other organisations, by e-mail, telephone or in person.
- To research, write and distribute press releases to targeted media.
- To devise and organise photo opportunities to accompany press releases.
- To manage the press aspect of a potential crisis situation.
- To ensure that the views expressed are those of the KBA and are in accord with the Objects of the KBA as laid down in the Constitution.
- To consult with the Chair, Vice Chair, Treasurer or Secretary, if and as appropriate, in the event of any uncertainty as to the KBA's views.

### **Press Officer's Specific Duties**

Amongst others, regular duties include:

- News updating for the KBA Website/Facebook - any piece of good news should be reported
- Staging (writing & Submitting) press releases of events/news –e.g. Lowestoft Journal, Beach Radio
- Collate annual press releases (e.g. Anglia in Bloom, Lowestoft in Bloom)
- Awareness of Lowestoft (Kirkley specific) related future plans/events
- Awareness of local press and current affairs
- Advanced feature planning

### **Build relationships/liaise with:**

- Waveney District Council officers
- WDC Kirkley Councillors

- Suffolk County Council: Councillors for South Lowestoft
- KBA Events Co-ordinator and/or event sub-committee leaders
- Other press sources

Also, Press Officer can:

- Share the load with someone designated to identifying Public Relations needs/solutions

It is recommended that the Press Officer has a close partnership with the Events Co-ordinator to bounce ideas off and for mutual support.